Contract Cancellations/New Partners Resource Plan Contract Timeline

Rationale:
In order to implement the new second half '98 Partners Resource Plan, it is necessary to discontinue **all** existing merchandising/accrual contracts except RA.

Timetable:

May 1998	• Attached is a copy of the letter that will be mailed to all Independent Accounts and Chain Headquarter points with existing RJR contracts. This letter will not be mailed to individual chain stores. In some cases it may be necessary for a KAM or AM to mail a copy of the cancellation letter to individual stores; if merchandising decisions are made at store level, and payment is sent to a headquarter point. A separate mailing is at your discretion based upon your business judgment.
May 1998 | Aug. 28, 1998	• Sign new merchandising and PRP contracts. • Update all Chain Headquarter screens with new contracts so they won't appear on the Independent Pay Register. (All "old" contracts will be deleted from the headquarter screen in W-S after the 2nd. quarter pay register is finalized.) • For those accounts that do not sign immediately, the contract can be back-dated to July 1, 1998, as late as August 28, 1998, as long as the components were in place during that time. **Note: It is very important that if there are any non-compliance issues during the third quarter in these accounts that they be corrected on the 3rd. quarter pay register so that the stores are not paid.** • While you are in negotiations, you are authorized to work the discounting portion of the Partners Resource Plan at the same levels you are working in accounts that have already signed the new contracts. Workplan promotions are authorized for the same period.
June 1998	• All RJR merchandising/accrual contracts except RA pack and carton will end. No action on your part is needed.
Aug. 28, 1998	• Contract must be signed in order for the account to receive third quarter payment.

Source: https://www.industrydocuments.ucsf.edu/docs/ftbp0000

Retail Customer Letter

May 1, 1998

To Our Retail Customers:

Effective June 30, 1998, all current Retail Partners Marketing contracts (except Retailer Assist Pack and Retailer Assist Carton) will be discontinued. Payment earned for second quarter 1998 participation will be made during the third quarter of 1998.

Your R. J. Reynolds Representative will be contacting you soon regarding the company's new Retail Partners Marketing Plan contracts.

We appreciate your support in selling R. J. Reynolds Tobacco products.

R. J. REYNOLDS TOBACCO COMPANY

Source: https://www.industrydocuments.ucsf.edu/docs/ftbp0000

Partners Resource Plan Timeline

	May	June	July	August	September	October	November	December
Region Mgmt. & Rep Meetings	X							
Present New Contracts	X			X				
Letter Sent to End Current Contracts	X							
1997 Contracts End			3rd.					
All Contracts Signed & Due to ROU				31st.				
ROU Enters New Contracts					X			
New Contracts Effective			5th.					X
Retail Accrual Ends			3rd.					
Partner Resource Plan Elements			X					X

In accounts that had merchandising agreements during the first half of '98 , but have not signed the new merchandising contract by June 30, 1998, we will implement workplan promotions and execute the discounting portion of the Resource Plan in July and August at determined market values/ levels that would coincide with a new contract while we are still in negotiations. Contracts can be signed as late as August 28, 1998, and be back-dated to July 1998 as long as the plan elements were present during that time. Additionally, if these accounts are Private Label accounts, they will remain at the $3.05 level without any share of category until they sign a Marketing Plan.

Note: RA contracts will not be re-signed and will remain in effect.

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Source: https://www.industrydocuments.ucsf.edu/docs/ftbp0000

Partners Marketing & Resource Plans

- All accounts must sign the following:
  - Partners Marketing Plan
  - Partners Resource Plan (Plan designation needs to be recorded on bottom of the Partners Marketing Plan agreement)
  - Plan-o-gram to include RJR and competitive fixtures, displays and signage.
  - Brand Distribution requirement
- If applicable, the account must also sign:
  - Bonus Agreement
  - PL/EDLP Agreement
  - High Impact Signage Agreement
  - RDA Rollover Agreement
- All appropriate elements MUST be submitted to the ROU at the same time. All Marketing and Resource Plans must have an accompanying POG and Brand Distribution list attached.

Source: https://www.industrydocuments.ucsf.edu/docs/ftbp0000

Partners Marketing & Resource Plans
Laptop Applications

- All needed information and applications (except the region Priority and Full Line Brand Distribution lists that will be provided by the ROU) will be available on field sales laptops in one area.
- On Friday, May 15, 1998, there will be a download of the ***Sales Rep Toolkit*** (icon) to all Sales Reps, DMs, RMs, KAMs, AMs and ROMs. RBMs will be able to find it in the Toolkit currently loaded on their laptop.
- This application will be set up in the same way Roadside Assistance is with folders for each section.

Source: https://www.industrydocuments.ucsf.edu/docs/ftbp0000

Partners Marketing & Resource Plans Laptop Applications

- Sales Rep Toolkit Contents:
  - **Administration Requirements** (List of agreements that need to be signed for each call)
  - **Bundle Application** (Putting the financial picture of *the bundle* together for presentation.)
  - **QkPOG2** (Plan-o-gram to layout RJR & competitive fixtures, displays and permanent signage.)
  - **Contracts**
    - » Reference (Help for contract grids and requirements)
    - » Actual Contracts (Contracts that can be printed for signing.)
  - **Fixture Cost** (Cost of fixtures in the RPO Brochure to enter into the Bundle Application.)
  - **New World Powerpoint Presentation** (Presentation that can be customized for a specific chain/store.)

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Source: https://www.industrydocuments.ucsf.edu/docs/ftbp0000

Partners Marketing & Resource Plans
Laptop Applications

- Exception
  - The **actual contracts** will not be a part of the initial download of the Sales Rep Toolkit. These will be loaded on June 8, 1998.
  - For initial presentations, the contracts should be printed at the ROU from the CD ROM and distributed to all Sales Reps. Management can print these from the CD ROM also.
  - The contracts will be made available as part of the Sales Rep Toolkit in the event a Sales Rep finds that they don't have a hard copy of a contract they need. This should not be the primary way a Sales Rep gets a hard copy due to the fact that their printers don't have a high printing capacity.
  - If Sales Reps need the ability to print contracts before June 8, 1998, the Region can email the file to them.

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Source: https://www.industrydocuments.ucsf.edu/docs/ftbp0000

Partners Marketing & Resource Plans Laptop Applications

- DM/SR Training Issues
  - A region KAM(s)/AM(s) will be named to lead training of the division managers.
  - Division Managers will ensure that all Sales Representatives receive classroom and/or on-the-job training.
- All questions from Sales Reps will be directed to division management.
- Division Managers should direct all questions to their training KAM(s)/AM(s) or the RBM.

  (***The RJR Hotline is not staffed to handle these questions***.)

Source: https://www.industrydocuments.ucsf.edu/docs/ftbp0000

Partners Resource Plan Administration Requirements

- For every account that you sign the new Partners Marketing/Resource Plan (except RA Pack, RA Carton & Metro Pack), you must complete the following agreements and send to the ROU attached together:

  1 **Retail Partners Marketing Plan** - This is the merchandising (RDA) contract. (If there is an Enhancement agreed to, you must enter the appropriate designation at the bottom of the Marketing contract. There is no separate agreement.) The different Marketing Plans are as follows:

NSS Pack Outlet Level 1/2
Maximized Presence Pack Level 1
Maximized Presence Pack Level 2
Cigarette Tobacco Store SS
High Savings CTS

SS Pack Outlet 1/2
Carton Outlet Level 1/2
Carton Outlet Meeting Competition
Cigarette Tobacco Store SS Enhanced
Drive Thru CTS

Source: https://www.industrydocuments.ucsf.edu/docs/ftbp0000

Partners Resource Plan Administration Requirements

- AND...

  2 **Retail Partners Resource Plan**

  - » This is where you indicate if the account is a Base Partner (5 or 6 weeks of Full Price discounting) or a Full Partner (8 or 9 weeks of Full Price discounting). Contract designations must be recorded on the bottom of the Marketing Plan agreement.
  - » If the account is a Base Partner at 6 weeks discounting or a Full Partner at 9 weeks discounting, you must also fill out the Retailer Match Documentation form to keep in the ROU file. This must be kept up-to-date if what the retailer is matching changes. (i.e.; advertising one quarter and discounting an extra weeks business the next)
  - » If the account is a Bonus Partner (10 weeks Full Price discounting with extra $.50 on 5 weeks business), you must fill out the Full Partner Partners Resource Plan **AND** attach the Bonus Partner Worksheet.

Source: https://www.industrydocuments.ucsf.edu/docs/ftbp0000

Partners Resource Plan Administration Requirements

- **Retail Partners Resource Plan** - Continued
  - The different Retail Partners Resource Plan agreements and forms are as follows:

    Full Partnership Plan Level Agreement

    Base Partnership Plan Level Agreement

    Bonus Partnership Worksheet

    Retailer Match Documentation

- **If you want:** **You need:**

Base 5 or Full 8 Plan---------- > Base 5 or Full 8 Plan

Base 6 or Full 9 Plan ---------- > Base 6 or Full 9 PRP Plan & Retailer Match Documentation

Bonus Partner----------> Full PRP Plan & Bonus Partnership Worksheet

Source: https://www.industrydocuments.ucsf.edu/docs/ftbp0000

Partners Resource Plan Administration Requirements

- AND...

3 **Store Plan-o-gram** - Utilizing QkPOG2 or manually filling out the POG provided in the New World selling tool, you will diagram where all RJR and competitive fixtures, displays and signage are agreed to in the account.

4 **Brand Distribution List** - Depending on whether you have signed the account on a Full or Base Partnership Plan you will need to have the account sign a Full Line Distribution List or a Priority Brand Distribution List. These forms will be supplied to you by your ROU.

Source: https://www.industrydocuments.ucsf.edu/docs/ftbp0000

Partners Resource Plan Administration Requirements

If you have:	You need:	
• RJR Marketing Plan and Partners Resource Plan Base 5	1. Marketing Plan 2. PRP Plan Base 5	3. Plan-o-gram 4. Priority Brand Distribution List
• RJR Marketing Plan and Partners Resource Plan Base 6	1. Marketing Plan 2. PRP Plan Base 6 3. Retailer Match Form	4. Plan-o-gram 5. Priority Brand Distribution List
• RJR Marketing Plan and Partners Resource Plan Full 8	1. Marketing Plan 2. PRP Plan Full 8	3. Plan-o-gram 4. Full Line Brand Distribution List
• RJR Marketing Plan and Partners Resource Plan Full 9	1. Marketing Plan 2. PRP Plan Full 9 3. Retailer Match Form	4. Plan-o-gram 5. Full Line Brand Distribution List
• RJR Marketing Plan and Partners Resource Plan Bonus	1. Marketing Plan 2. PRP Plan Bonus Level 3. Bonus Worksheet	4. Plan-o-gram 5. Full Line Brand Distribution List

Source: https://www.industrydocuments.ucsf.edu/docs/ftbp0000

Partners Resource Plan Administration Requirements

- ADDITIONALLY...
  - If an account:
    - » Has **RJR Private Label**
    - » Has **Monarch/Best Value EDLP**
    - » Has **Distributor EDLP**
    - » Has **High Impact Signage** (canopy, etc..)
    - » Wants to "**Rollover**" some of their RDAs to extend their discounting period
  - Then, you'll need to sign those appropriate contracts in addition to the 4 or 5 requirements listed for all stores. These contracts are as follows:
    - » Confirmation Agreement
    - » Monarch/Best Value Retail Pricing Agreement
    - » Distributor Private Label Pricing Agreement
    - » High Impact POS Agreement
    - » RDA Rollover Agreement

Source: https://www.industrydocuments.ucsf.edu/docs/ftbp0000

Partners Resource Plan Administration Requirements

- All contract designations are available for you to reference in:
  - Roadside Assistance - under the Contract Reference tab

    and
  - Sales Rep Toolkit - under the Contract tab (Reference)

Source: https://www.industrydocuments.ucsf.edu/docs/ftbp0000